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Message Text

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45
ACTION EUR-12

INFO OCT-01 ISO-00 ERDA-05 AID-05 CEA-01 CIAE-00 CIEP-01

COME-00 DODE-00 EB-07 FEAE-00 FPC-01 H-02 INR-07

INT-05 L-03 NSAE-00 NSC-05 OMB-01 PM-03 USIA-06

SAM-01 OES-03 SP-02 SS-15 STR-04 TRSE-00 FRB-03 IO-10

PA-01 PRS-01 /105 W
---------- 084337
R 181543Z JUN 75
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 6124
INFO AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY DUBLIN
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME
USMISSION EC BRUSSELS
USMISSION OECD PARIS

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E.O. 11652: N/A
TAGS: ENRG, NL
SUBJECT: GOVERNMENT PLANS FOR ENERGY SAVING CAMPAIGN

1. ACCORDING TO LOCAL PRESS, MINISTRY OF ECONOMIC AFFAIRS, IN COOPERATION WITH DUTCH UTILITIES, PLANS TO LAUNCH MULTIYEAR NATIONAL MEDIA CAMPAIGN AIMED AT ENERGY CONSERVATION. CAMAPAIGN WILL MAKE USE OF TRADITIONAL FORMS OF PUBLIC MEDIA, EG, PRESS, RADIO, TV, ADVERTISING IN JOURNALS ETC.

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2. CAMPAIGN IS AIMED AT AWAKENING PUBLIC CONCERN OVER

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ENERGY CONSUMPTION AND AT STIMULATING ENERGY CONSERVATION
AND WILL CONSIST OF SEPARATE BUT COORDINATED PROGRAMS TO
BE CARRIED OUT BY, AMONG OTHERS, DUTCH GAS UNIE, LOCAL
DISTRIBUTORS OF GAS, OIL COMPANIES, ELECTRICITY
PRODUCERS, ETC. CAMAPGI, WHICH WOULD REQUIRE FUNDING
OF AT LEAST 50 PERCENT BY GON (REST BY PRIVATE BODIES) IN ORDER
TO BE REALIZED, IS REPORTEDLY SCHEDULED TO BEGIN THIS FALL.
HOWEVER, OUR MINECON CONTACTS TELL US THAT ANNOUNCEMENT
OF CAMPAIGN IS PREMATURE (IT WAS REFERRED TO BY LOCAL
UTILITY DIRECTOR DURING INTRODUCTION OF ANNUAL REPORT
TO MEETING OF SHAREHOLDERS), SINCE MINISTRY OF FINANCE
APPROVAL, NECESSARY TO ENABLE GOVERNMENT FUNDING, HAS
NOT YET BEEN SECURED. OTHERWISE, IT IS OUR IMPRESSION
PLANS ARE SUFFICIENTLY ADVANCED TO LAUNCH CAMPAIGN
THIS FALL.
GOULD

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Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
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Draft Date: 18 JUN 1975
Decaption Date: 01 JAN 1960
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Disposition Approved on Date:
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